

**AGTOURISM and DIRECT MARKETING LAND USE ORDINANCE UPDATE
COMBINED LISTENING SESSION FEEDBACK NOTES
September 7 – September 14, 2005**

- (1)(2) San Luis Obispo, Sept. 7, 8
(3) Paso Robles, Sept 12
(4) Arroyo Grande, Sept 14

**DIRECT MARKETING-FARM
PRODUCT SALES**

- Roadside stand, kitchens – need to meet food safety requirements (2)
- Ability to sell processed products is important (1)
- Product origin-from county? From site? (3)
- Need to describe value-added (3)
- Direct marketing: 10% sold directly = 90% sold wholesale example (3)
- Boggled down-need for getting products to public thru direct sales. (4)
- Direct marketing is important – do not let process get bogged down in concerns over events (weddings, tours, shows). Separate marketing of farm products from special events/accessory uses/temporary events (4)
- Desire for restaurant/cooking school (4)

PROCESSING

- What is difference between grapes processed into wine and other ag processing to create consumer products? (1)
- Allow for processing of value-added products from products grown on-site (olives) (1)
- Ability to sell processed products is important (1)
- Value-added marketing connecting producer with consumer (2)
- Good basis in Ag. Processing in current L.U.O. (2)
- Food inconsistencies: (env health & planning) (3)

- Roadside stand, kitchens – need to meet food safety requirements (2)

RECREATION

- Horse boarding + animals facilities, where do they fit in? (2)
- Horse shows (2)
- Hunting (2)
- Trail rides (2)
- Camping (2)
- Rodeos/round-ups (2)

**SPECIAL EVENTS/AG RELATED
ACTIVITIES & EDUCATION**

- Educates public re importance of ag (2)
- Nonprofit events vs commercial events – What's the difference? Why should they be evaluated differently (same impact to neighbors, traffic, public safety, ag resources) (2, 4)
- Physical conditions of a site should dictate events (2)
- # of events/month—doesn't work everywhere due to seasonal nature of some operations (2)
- Products-where do events/experience fit? Not exactly "a product" (2)
- Educates public re importance of ag (2)
- Events-size, frequency, time of year. (3)
- Events-should not be primary focus (although it was questioned, why not?) (4)
- Need to explain 2ndary & incidental (4)
- Special events a concern -Traffic, noise & neighbor impacts (3)

- Farm dinners – should be allowed to a certain scale (4)
- Special events permitting ---Planning Dept is looking at in separate process (Kerry Brown w/ Rob Rossi & others) (4)
- Events as a product: People want to be married in the lavender or near the vineyards. Growers use events to market product and develop “brand” identity (4)

LODGING

- Vacation rental vs B&B vs home/farm stays. (2)
- Need to define-B&B vs farm stay vs homestay vs lodging: hotel-like operations (3)
- B&B has nothing to do w/AG (3)
- B&B’s-# of rooms a concern (3)
- New Zealand examples: (3)
 - Farm stay
 - Country stay
 - Home stay
 - B&B

REGULATORY PROCESS

General

- Ordinance needs muscle but...must work for growers (2)
- Regulations vs guidelines (2)
- Categories? Direct marketing--Ag tourism—Lodging (2)
- Our presentation appears to favor developing tourism opportunities-need balance & respect for others in community!
- Holmes Co., Ohio examples! (3)
 - Amish Country-relies on direct marketing of experience and various ag & non-ag products produced in area.
- Need to connect people to food source + history (3)
- Need bona fide AG Op? How to determine “bona fide”? (2) Level of review (form Ag. Oversight cmtee to review applications and determine if

bona fide ag operations and appropriate for area) (2)

- Coastal zone not being addressed in this update (2)
- Williamson act properties need to be treated differently (2) what’s appropriate-allowed? (3)
- Agtourism Definition-definition fits well for some, some places do not fit (3)
- “Agri-tainment”-definition? What operations fit here? (3)
- Parameters definitions for secondary & incidental (3)
- Where else have ordinance examples: El Dorado Co., Washington State County (Bainbridge Is) (3)
- Encourage Ag uses! (3)
- Make things site appropriate-but who decides? (4)
- Permitting issues: Need to have consistency-different people should not give different answers, both within agency and across agencies (4)
- Who is in charge? Will I still need various permits (planning, building, env health, water board, weights/measures)? (4)
- Consistency across agencies (4)
- Signage city + county --- directional post signs as an option (such as Edna Valley wine trail signs) (4)
- Key to all of this is balance. 14,000 sf B&B is not in balance (4)
- Point system-need certain # of points. Grant a certain number of points based upon parcel size, location, roads, amount of ag uses on site. Allow applicants to ‘cash’ in points on various uses so that applicant can decide what makes most sense. (4)

Size

- Parcel size determines level of regulation (min parcel size for certain level of activity)(2) Adequate Setbacks to ensure neighbor compatibility (2, 3)

Zoning designation to determine level of regs (2)

- How big is big enough? What size is too small? Is there a parcel size this should not be allowed upon? (3)
- Who to decide size perimeters? (3)
- Problem with one size fits all approach (2) Each AG site unique...How to capture this? (2) How to maintain rural character-on farm & throughout county? (3)
- Scale of operation – should dictate level of review (4)
- Small scale-kitchen gardens –should make provision for small/hobby producers (4)
- Look at parcel size – some think larger parcels should be allowed more uses/greater amount of uses – others disagree (4)

Neighborhood

- Consideration of public-what will they support? Neighbor relations. What is appropriate for neighborhood (may be different in Adelaida vs on Hwy 46) (2)
- Want to have balance = what are or could be the cumulative impacts?
- Must look at cumulative impact of AGTour and wineries (3, 4)
- Circulation-significant issue in some areas (See Canyon specifically mentioned) Especially a concern for events, although can be a concern for direct sales (4)
- Need to look at infrastructure. Adequate infrastructure, esp roads, should be pre-requisite. (4)
- Community specific rules should be considered See Canyon, Arroyo Valley, etc (4)

Economics

- Fees (2)
- Need to work to keep people in business (2, 3) Economic reality (2)

- Capturing/providing tourist dollars – tourists come, spend money, and leave (good for economy) (2, 3)
- Fees-Monterey Co. examples: only large growers with lots of money can afford. Fees- need to have fees for small producer. (3)
- Fees-consider progressive fees based on impacts (3)
- Need cash flow (3)
- High volume sales of lower-valued items vs low volume sales of high value commodity. The former can have greater impacts with direct to consumer sales, or can be uneconomic when sold wholesale (3)

Existing Operations

- Grandfather existing operations or time build-in frame to come into compliance?
- Existing operations: Amnesty-period? How to implement new requirements & keep existing operations in operation during implementation? (2)

Other

- Clustering of homes around Ag (3)
- Allow farmer to lease land from Homeowner Assoc. to produce for homeowners (3). Direct marketing from these lands-how? (3)

ISSUES NOT ADDRESSED

- Separate rules for farm stands versus farm stores?
- What can be sold on farm land?
- Farm activities (crop mazes, harvest fairs) – should they be treated differently than commercial experiences (retreats, weddings, concerts)
- Specifics for any recreational activities